

**AMENDMENTS TO THE CLAIMS**

1-30. (Cancelled)

31. (Currently Amended) An electronic shelf label comprising:

an electronic shelf label housing;

an electrically driven electronic shelf label display mounted in said housing;

an electronic shelf label data communicator providing display data to said electrically driven display from an external data source; and

at least one fuel cell powering said electrically driven electronic shelf label display, said at least one fuel cell including a fuel tank, filling generally the volume of said housing not occupied by said display and said data communicator.

32. (Original) An electronic shelf label according to claim 31 and also comprising at least one electrically powered illuminator,

and wherein said at least one electrically powered illuminator and said electrically driven display have an average lifetime without requiring repowering of at least six months.

33. (Original) An electronic shelf label according to claim 31 and wherein said at least one fuel cell has an average mean power output of less than approximately 50 microwatts.

34. (Original) An electronic shelf label according to claim 31 and wherein said at least one fuel cell has an average peak power output of less than approximately 3 milliwatt.

35. (Original) An electronic shelf label according to claim 31 and wherein said fuel tank is fluid refuelable without requiring dismounting of said housing from a mounting location.

36. (Previously Presented) An electronic shelf label according to claim 31 and wherein at least a fuel storage element of said at least one fuel cell is replaceable without requiring dismounting of said housing from a mounting location.

37-72. (Cancelled)